

# TRADE FOCUSED PRODUCT REPORTS

## Other Furniture and Parts

HS Code 9403

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**APRIL 2024**



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# Glossary of terms and abbreviations

## **Export concentration**

This index measures, for each product, the degree of export market concentration by country of origin. It tells us if a large share of commodity exports is accounted for by a few countries or, on the contrary, if exports are well distributed among many countries. The index ranges from 0 to 1, with higher values indicating more market concentration.

## **Gulf Cooperation Council (GCC) Standardization Organization (GSO)**

Gulf Cooperation Council (GCC) member countries created the GSO as a mechanism for developing food and non-food standards. GSO food-related technical regulations and standards serve as the main point of reference for food imports into the Gulf region. Codex Alimentarius, the International Organization for Standardization (ISO), the European Food Safety Agency (EFSA) and the U.S. Food and Drug Administration (FDA) serve as reference points for GSO standards and technical regulations.

## **HS (Harmonized System) codes**

A standardised number classification system for traded goods. It is used by customs officials around the world to identify products for the purpose of applying duties and taxes, as well as for statistical purposes.

## **Market concentration**

Market concentration determines the extent to which countries or firms hold market share. It is frequently used as a measure for the level of competitiveness. Measured on different scales and ranges, the general rule is the higher the score, the greater the level of competitiveness.

In respect to the Shannon Entropy scoring used by the Observatory of Economic Complexity and referenced in the report, the closer the number is to 1, the greater the concentration of just a small number of players and the lower the competitiveness. A score of about 4 for other furniture and parts, HS code 9403—as stated in this study appears to represent a reasonably small number of competitors, reflecting exports from approximately 17 competing countries.

## **MFN (Most Favoured Nation) tariff**

Tariffs imposed by WTO (World Trade Organization) members on importing goods from other WTO members in the lack of a preferential trade agreement.

## **Nes (Not elsewhere specified)**

Not elsewhere specified (or indicated for NESOI) is stated for an item that is not mentioned elsewhere in a classification system.

## **NTM (non-tariff measure)**

Import and export regulations that reflect conditions of market access other than tariffs. They include numerous regulatory requirements such as health restrictions for food quality, packaging guidelines, minimum safety standards for produced goods, etc.



### **PCI (Product Complexity Index)**

PCI ranks the breadth and sophistication of know-how required in manufacture. High PCI scores indicate that a product requires significant expertise and particular resources for its production, such as advanced machinery. Goods with a high PCI value, representing a complexity that only a few countries can undertake, include electronics and chemicals. Conversely, a low score suggests that many countries can produce the item, like basic agricultural goods or petroleum. The score's level depends on various factors.

### **Preferential tariffs**

A tariff applied to a product that is less than the MFN levy due to the existence of a preferential trade agreement. This could be a bilateral advantageous trading arrangement or a single system of favours, such as the United States GSP (generalised system of preferences).

### **Self-sufficiency ratio**

The self-sufficiency ratio defines a country's ability to provide for itself and represents the percentage of consumed food that is correspondingly produced within its territory. It can be measured for a specific good, such as wheat or tomatoes, to assess a country's capacity to produce according to its needs. The formula for calculating the ratio, in terms of production and trade, is:

$\text{Production} \times 100 / (\text{Production} + \text{Imports} - \text{Exports})$ .

### **SPS**

Sanitary and phytosanitary. In reference to trade, SPS encompasses measures to sustain human, animal and plant health in addition to preventing the spread of diseases and pests.



# Product descriptions by HS 6-digit code

## **HS 940360 Wooden furniture (excluding for offices, kitchens and bedrooms, and seats)**

Wooden furniture and their components that do not fall into more specific subcategories related to offices, kitchens, bedrooms or seats. Examples include wooden display shelves for retail stores, solid wood cash counters for boutiques, wooden shelving units for shoe stores and handcrafted wooden jewellery display cases for shops.

## **HS 940320 Metal furniture (excluding for offices, seats and medical, surgical, dental or veterinary furniture)**

Metal furniture that does not fall into more specific subcategories related to offices, seats, or medical, surgical, dental, or veterinary furniture. It includes a wide range of metal furniture items used for various purposes such as metal display racks, metal cash counters and metal shelving units.

## **HS 940350 Wooden furniture for bedrooms (excl. seats)**

Wooden furniture and parts of a kind used in the bedroom. They are crafted to enhance comfort, aesthetics, and functionality within bedroom spaces. Include bed frames, bedside tables or nightstands, and dressers or chests of drawers.



## **HS 940399 Parts of furniture, not of wood, n.e.s. (excluding of seats or medical, surgical, dental or veterinary furniture)**

Metal furniture parts that do not fall into more specific subcategories related to seats or medical, surgical, dental, or veterinary furniture. These parts are essential components used in assembling metal furniture such as metal bed frames, metal shelving units, metal wardrobes, metal tables with metal legs and metal desks without drawers.

## **HS 940340 Wooden furniture for kitchens (excluding seats)**

Wooden furniture specifically designed for use in kitchens, excluding for seats. These items are crafted to enhance functionality, storage, and aesthetics within kitchen spaces. Examples include kitchen cabinets, kitchen islands, kitchen tables, wooden spice racks or shelves.

## **HS 940391 Parts of furniture, of wood, n.e.s. (excluding of seats or medical, surgical, dental or veterinary furniture)**

Wooden furniture parts that do not fall into more specific subcategories related to seats or medical, surgical, dental, or veterinary furniture. These parts are essential components used in assembling wooden furniture such as Wooden bookshelves used to create bookcases or shelving units.

## **HS 940389 Furniture of other materials, including cane, osier or similar materials (excluding of bamboo)**

Furniture made from materials other than bamboo, rattan, metal, wood, and plastics. Includes furniture crafted from cane, osier (willow), and similar materials. Excluded from this category are seats and medical, surgical, dental, or veterinary furniture.



**HS 940330 Wooden furniture for offices (excluding seats)**

Wooden furniture of a kind designed for use in office spaces. These items are crafted to enhance functionality, comfort, and aesthetics within office environments. Examples include office desks and file cabinets.

**HS 940310 Metal furniture for offices (excluding seats)**

Metal furniture of a kind designed for offices, with a height exceeding 80 cm. These exclude tables with special fittings for drawing, cupboards with doors, shutters, or flaps, and seats.

**HS 940370 Furniture of plastics (excl. medical, dental, surgical or veterinary, and seats)**

Furniture made of plastics excluding medical, dental, surgical, or veterinary furniture, as well as seats such as a plastic table for outdoor use.

**HS 940390 Parts of furniture, n.e.s. (excluding of seats and medical, surgical, dental or veterinary furniture)**

Components or parts of furniture that do not fall into specific subcategories. These parts are not made of metal or wood and are distinct from seats and medical, surgical, dental, or veterinary furniture. Examples include plastic connectors used in modular furniture assembly, decorative knobs for cabinets or drawers and adjustable legs for tables or chairs.



**HS 940382 Furniture of bamboo (excluding seats and medical, surgical, dental or veterinary furniture)**

Furniture of a kind made from bamboo, a natural material known for its strength, aesthetics, and sustainability. This excludes seats and medical-related furniture. It encompasses a variety of bamboo furniture items such as a bamboo table or shelving unit.

**HS 940383 Furniture of rattan (excl. seats and medical, surgical, dental or veterinary furniture)**

Furniture of a kind made from rattan, a natural material known for its flexibility and durability. It specifically excludes seats (chairs, sofas, etc.) and medical-related furniture.

**HS 940381 Furniture of bamboo or rattan (excluding seats and medical, surgical, dental or veterinary furniture)**

Furniture made of bamboo or rattan, with the exception of seats and medical-related furniture. This includes a variety of bamboo and rattan furniture items.

**HS 940380 Furniture of cane, osier, bamboo or similar materials (excluding of metal, wood and plastics)**

Furniture of a kind made from materials such as cane, osier, bamboo, or similar natural materials. This excludes metal, wood, plastic furniture, and seats or medical-related furniture.

**Explanatory note**

In respect to Jordan's trade data reported in this study, significant discrepancies were identified between category exports and imports, when using the trade statistics database employed in the research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Fundamentally, here, Jordan's export data varies from that recorded by importing countries—exemplified by the priority markets in this report, the United States, the United Arab Emirates and the United Kingdom. It is for this reason that when it comes to assessing Jordan's exports in other furniture and parts (HS 9403), import data reported by Jordan's partners (referred to as mirror data on the ITC database) is broadly utilised to maintain consistency throughout.



## Executive summary

The global furniture market continues to grow, driven by several factors. These include the increasing adoption of sustainable and recyclable materials in furniture construction, expanding residential construction activities, increasing disposable income, and advancements like the integrations of smart and connected features to meet evolving consumer needs.

Revenues in the global furniture market segment were estimated at \$729.2 billion in 2023 and projected to grow annually at a compound rate of 5% between 2024 and 2028, rising to \$766.2 billion in 2024 and \$932.2 billion by 2028. The United States represents the largest market by revenue in the category globally, with sales reaching \$253 billion in 2024. The living room furniture, bedroom furniture and home deco furniture segments are the largest within the category.

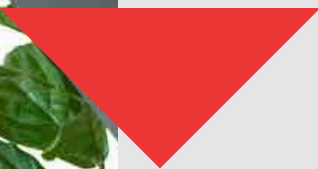
Worldwide exports of other furniture and parts categorised under HS 9403 – other furniture and parts – amounted to \$112.6 billion in 2022. China was the largest exporter that year, at \$37.1 billion, followed by Germany at \$9 billion, Italy at \$8.4 billion and Vietnam at \$8.1 billion; together accounting for 56% of category exports.

The United States at \$36.1 billion, Germany at \$7.9 billion and the United Kingdom at \$6.3 billion were the largest importers in 2022, together claiming 46% of global category imports in 2022.

Jordan stood 66th in the global seats export rankings during 2022, when the country's category trade was valued at \$34.4 million, reflecting a world share of around 0.03%. Notably, the Hashemite Kingdom's exports grew significantly, by 85%, between 2018 and 2022. Here, HS 940360 Wooden furniture (excluding for offices, kitchens, bedrooms and seats) constituted the most traded sub-category in 2022. Saudi Arabia was the largest market for Jordanian product, valued at \$14.9 million, followed by Iraq at \$5.1 million and Kuwait at \$2.1 million; together accounting for 64% of the Hashemite Kingdom's seats exports in 2022.

Regarding the priority markets in this study, import trade saw significant growth between 2018 and 2022. Correspondingly, imports of other furniture and parts grew by 32% for the United States, 20% for the United Arab Emirates and 27% for the United Kingdom over the respective five-year period. Additionally, imports remained in an upward trajectory across these key markets following a dip in trade brought on by the COVID-19 pandemic in 2020.

Similarly, in trade with Jordan, growth is positive amidst erratic movement in category shipments between 2018 and 2022, but for the United Kingdom, which contracted by about a quarter over the period. Respectively, imports grew by 97% for the United States and 38% for the United Arab Emirates over the five-year period. In contrast, HS 9403 shipments to the United Kingdom fell by 24% between 2018 and 2022.



## **Product overview**



# Market revenue<sup>1</sup>

Revenues in the furniture market worldwide was estimated at \$729.2 billion in 2023 and are anticipated to rise to \$766.2 billion in 2024. The United States represents the largest market by revenue in the category globally, with sales reaching \$253 billion in 2024.

Looking ahead, worldwide revenue in the furniture market is forecast to grow annually at a compound rate of 5% between 2024 and 2028, rising to \$932.2 billion by 2028.<sup>2</sup> Growth is attributed to a rising demand for sustainable and eco-friendly materials in furniture construction, increasing disposable income, expanding residential construction activities, and advancements such as the integrations of smart and connected features to meet evolving consumer needs.

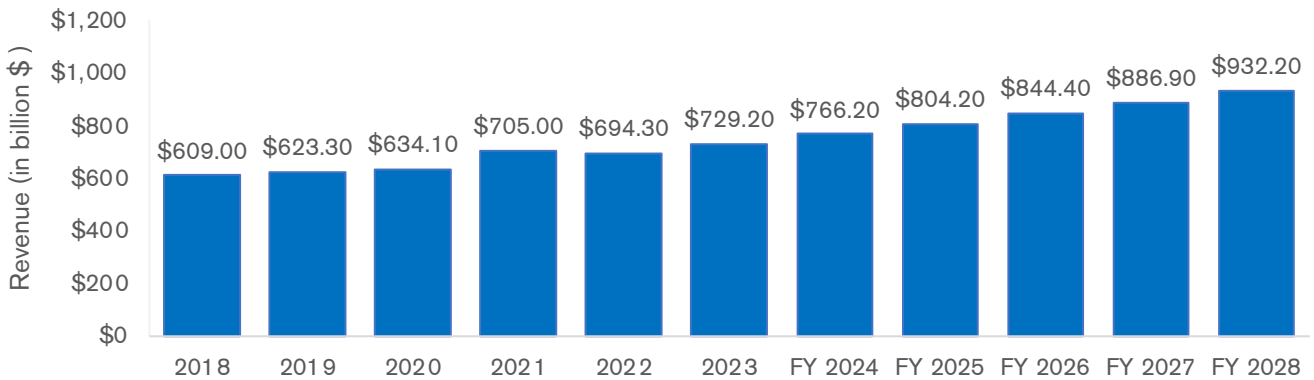


Chart 1 World furniture market value by revenue in billion \$, 2023<sup>3</sup>

Additionally, among segments in the worldwide furniture market, living room furniture, bedroom furniture and home deco furniture are the largest within the category, estimated to turnover \$214.7 billion, \$129.6 billion and \$125.5 billion respectively in 2023, and projected to reach \$285 billion, \$163.3 billion and \$158.4 billion by 2028, respectively.<sup>4</sup>

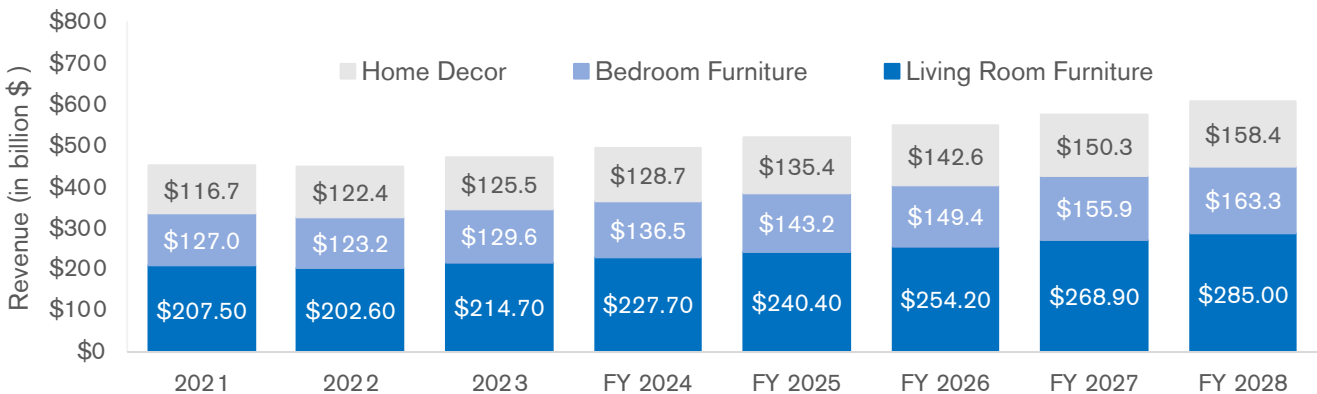


Chart 2 World furniture segments, market value by revenue in billion \$, 2023

<sup>1</sup>Production and consumption data was not readily available at the time of reporting, hence the provision of industry revenues.

<sup>2</sup>Statista (2024) Furniture - Worldwide [online] Accessed: April 22, 2024 at: <https://www.statista.com/outlook/cmo/furniture/worldwide#revenue>

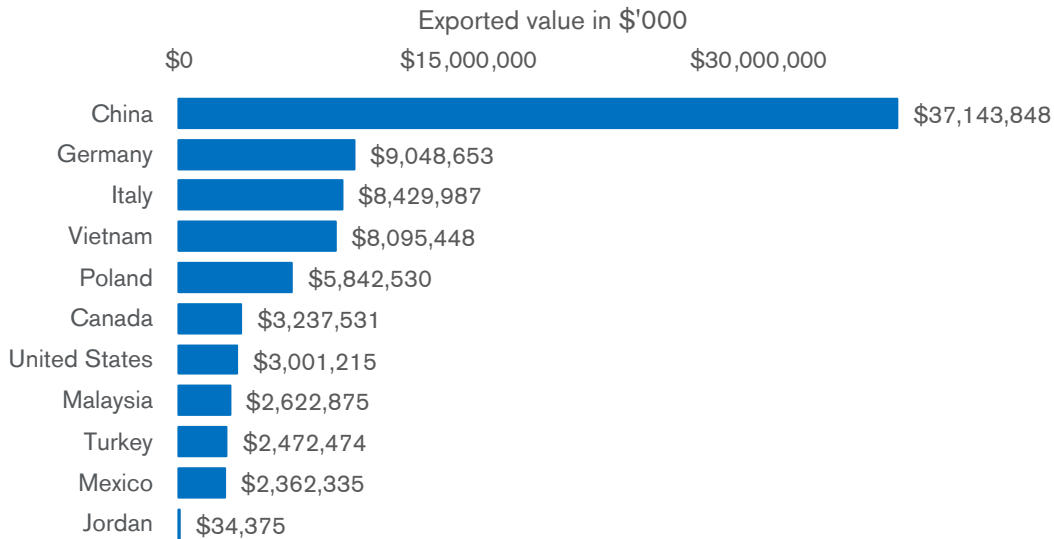
<sup>3</sup>FY in Chart 1 and in Chart 2 refers to forecast year.

<sup>4</sup>Statista (2024) Furniture - Worldwide [online] Accessed: April 22, 2024 at: <https://www.statista.com/outlook/cmo/furniture/worldwide#revenue>



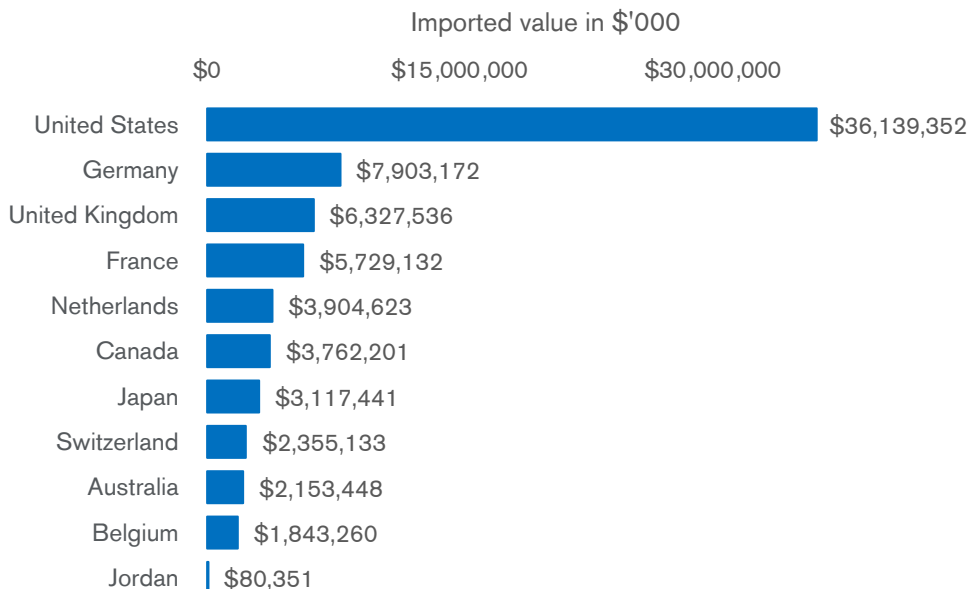
# Exports and imports

Worldwide exports of other furniture and parts were valued at \$112.6 billion in 2022. China at \$37.1 billion dominated the HS 9403 export market by value, accounting for 33% of global category exports that year. Correspondingly, Germany at \$9 billion, Italy at \$8.4 billion and Vietnam at \$8.1 billion followed in the global export ranking; together accounting for 23% of category exports in 2022. Jordan's 2022 category exports on the other hand were valued at \$34.4 million.<sup>5</sup> Between 2018 and 2022, the export value of furniture increased at a compound annual growth rate (CAGR) of 4.7%.<sup>6</sup>



**Chart 3 Top other furniture and parts exporters, HS code 9403 exporters by value in 2022, in \$'000**

The United States was the largest import market for other furniture and parts in 2022 valued at \$36.1 billion, representing 33.3% of global import trade. Germany at \$7.9 billion, the United Kingdom at \$6.3 billion and the France at \$5.7 billion followed in the global import standings, collectively contributing approximately 18% of global seats import trade in 2022. Jordan's imports were valued at \$80.4 million in HS 9403 other furniture.<sup>7</sup>



**Chart 4 Top other furniture and parts importers by value in 2022 in \$'000**

<sup>5</sup> ITC (2022). Trade Map - List of exporters for the selected product in 2022 (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProduct\\_TS.aspx?nvpm=1%7c%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1) . Please refer to the explanatory note on page 9 for the calculation of Jordan's export values.

<sup>6</sup> The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of other furniture and parts exports, utilising data sourced from ITC spanning the years 2018 to 2022. This measurement gives us a yearly growth rate, ironing out any ups and downs to present a stable, year-over-year growth rate.

<sup>7</sup> International Trade Centre (ITC (2022). Trade Map - List of importers for the selected product in 2022 (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProduct\\_TS.aspx?nvpm=1%7c%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1)



## **Market dynamics**



# Demand and supply trends

## **Expanding residential construction adding demand for furniture**

Increasing global demand for housing and rising middle income households will continue add to demand for furniture for home furnishings. It is expected this trend will add to increased demand of the category segment, fuelling growth of the global furniture markets.

## **Advancements focusing on target audience**

Advancements in technology and creative design is also driving innovation in the construction of furniture for residential consumers. Compact living is leading the design of compatible household furniture while the Internet of Things (IoT) is revolutionising the industry. The integration of technology and furniture harmonises aesthetics and functionality. Invisible Tech, a Hong Kong-based startup, for instance, produces furniture with embedded audio.<sup>8</sup>

## **Increasing preference of sustainable and recyclable materials in furniture construction**

Younger generations, like millennials and Gen Z, are driving growth in demand for products with a minimal environmental footprint. In countries with a strong ecological awareness, like the United Kingdom or Germany for example, this translates to a pronounced preference for sustainable furniture. This generational shift is fuelling the market for durable and eco-friendly wood products, a trend expected to continue and propel market growth in the coming years.<sup>9</sup>

## **Aesthetics driving demand and the cost balance**

Corresponding to preference for contemporary infrastructure, consumers prioritise similar aesthetic appeal. Presently, modular, foldable, and quick assembled office furniture are popular, particularly in the office category. As a result of such preferences, new developments in reasonably priced furniture is driving market expansion.<sup>10</sup>

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<sup>8</sup> StartUs Insights (2023). Top 10 Furniture Industry Trends in 2024 | StartUs Insights. [online] StartUs Insights. Available at: <https://www.startus-insights.com/innovators-guide/furniture-industry-trends/> [Accessed 27 Dec. 2023].

<sup>9</sup> Straits Research (2022). Home Office Furniture Market Size, Growth and Forecast to 2031. [online] Accessed; March 28, 2024 at: <https://straitresearch.com/report/home-office-furniture-market>

<sup>10</sup> Factmr.com. (2023). Fact.MR – Office Furniture Market Analysis – Global Market Insights 2023 to 2033. [online] Accessed; March 28, 2024 at: <https://www.factmr.com/report/280/office-furniture-market>



# Market concentration and product complexity

## Market concentration.

A Shannon Entropy value of 4.13 in 2022 for other furniture and parts, HS code 9403 as stated in this study appears to represent a reasonably small number of competitors, reflecting exports from approximately 17 competing countries.<sup>11</sup>

## Product complexity score.

The product complexity score of 0.27 for other furniture and parts in 2022, ranking it 473 out of 1033 in the HS 4 classifications, indicates that the products are moderately complex to produce. Product complexity scores at the HS6 levels in 2022 ranged from -0.76 for HS 940370 furniture of plastics excluding medical, dental, surgical uses, to 0.67 for HS 940310 office furniture of metal not elsewhere specified.<sup>12</sup>

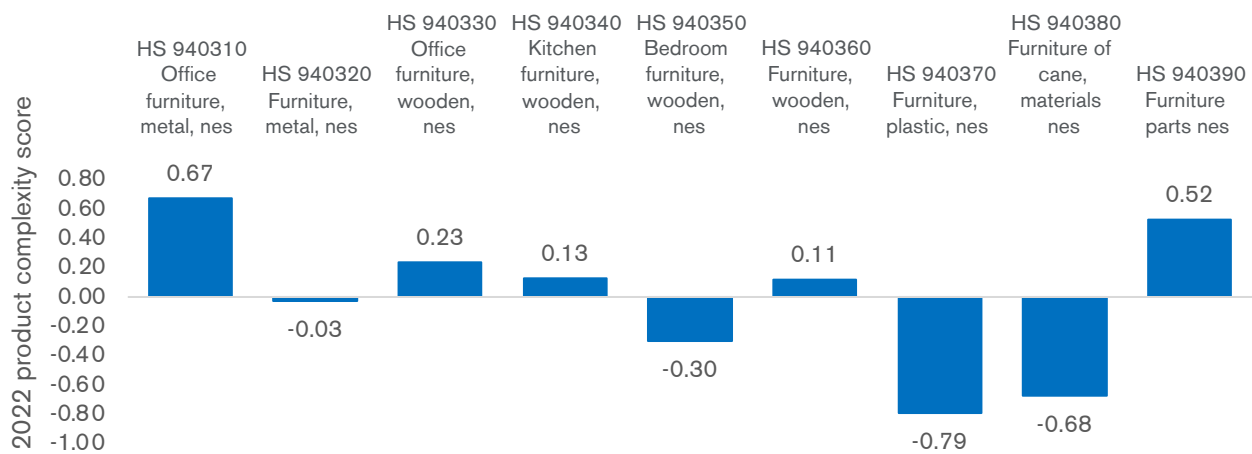


Chart 5 Other furniture and parts complexity on the HS6 level in 2022

Regarding historical progress in the Product Complexity Index (PCI) on the H4 level, furniture, HS 9403 scores budged from 0.24 to 0.27 between 2013 and 2022, with some variance in between.<sup>13</sup>

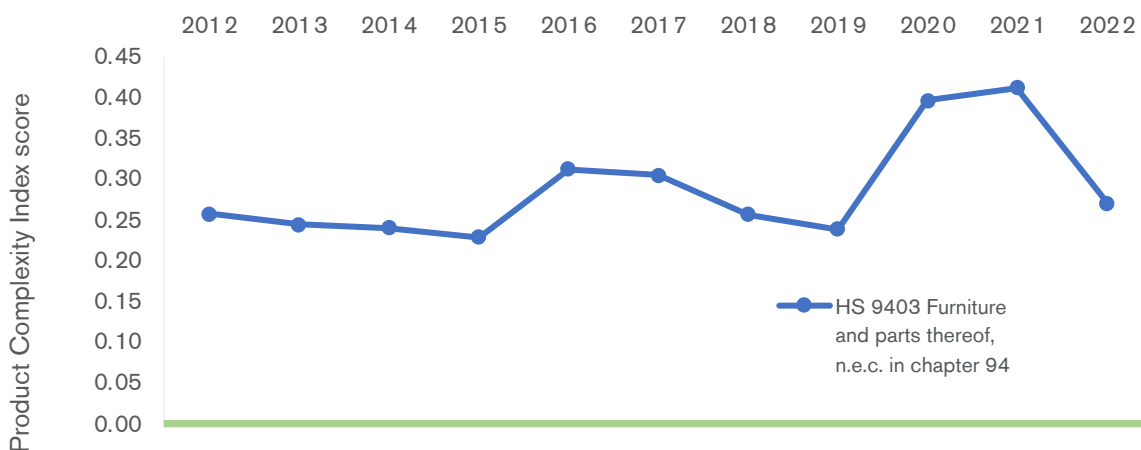


Chart 6 Other furniture and parts, (HS 9403) product complexity, 2013 to 2022

<sup>11</sup> OEC (2022). HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: <https://oec.world/en/profile/hs/other-furniture>

<sup>12</sup> OEC (2022). HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

<sup>13</sup> OEC (2022). Product Rankings, .... [online] Accessed; April 21 2024 at: <https://oec.world/en/rankings/pci/hs4/hs92?tab=ranking>

# World trade statistics by Furniture category on the HS6 level

Colour key
Jordan represents > 10% of 2022 world exports
Jordan represents > 1% and <5% of 2022 world exports
Jordan represents > 0% and <1% of 2022 world exports
Exports from Jordan not in evidence in 2022

HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
940360 Wooden furniture (excl. for offices, kitchens and bedrooms, and seats)	\$32.1 billion	\$8.9 billion China	\$9.2 billion United States	\$8.2 million	0.02561%
940320 Metal furniture (excl. for offices, seats and medical, surgical, dental or veterinary furniture)	\$23.9 billion	\$11.9 billion China	\$8.5 billion United States	\$2.96 million	0.01237%
940350 Wooden furniture for bedrooms (excl. seats)	\$12.2 billion	\$2.9 billion China	\$5.8 billion United States	\$2.4 million	0.01978%
940399 Parts of furniture, not of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary ...)	\$10.6 billion	\$3.8 billion China	\$2.8 billion United States	\$254,000	0.00239%
940340 Wooden furniture for kitchens (excl. seats)	\$9.4 billion	\$2.9 billion Germany	\$3.3 billion United States	\$4.4 million	0.04660%
940391 Parts of furniture, of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary ...)	\$7.1 billion	\$2.5 billion China	\$1.8 billion United States	\$14,000	0.0002%
940389 Furniture of other materials, including cane, osier or similar materials (excl. of bamboo, ...)	\$4.4 billion	\$2.5 billion China	\$1.6 billion United States	\$1.4 million	0.03094%
940330 Wooden furniture for offices (excl. seats)	\$4.3 billion	\$1.2 billion China	\$941.2 million United States	\$5.6 million	0.12922%
940310 Metal furniture for offices (excl. seats)	\$3.6 billion	\$776.7 million China	\$945.8 million United States	\$647,000	0.01804%
940370 Furniture of plastics (excl. medical, dental, surgical or veterinary, and seats)	\$3.4 billion	\$1.7 billion China	\$1 billion United States	\$4.5 million	0.13359%
940390 Parts of furniture, n.e.s. (excluding of seats and medical, surgical, dental or veterinary).	\$578.5 million	\$339.5 million Taiwan	\$79.3 million Malaysia	\$0	0%
940382 Furniture of bamboo (excl. seats and medical, surgical, dental or veterinary furniture).	\$218.3 million	\$171.2 million China	\$46.3 million United States	\$8,000	0.00367%
940383 Furniture of rattan (excl. seats and medical, surgical, dental or veterinary furniture).	\$87.7 million	\$36.8 million Indonesia	\$80.2 million United States	\$0	0%
940381 Furniture of bamboo or rattan (excluding seats and medical, surgical, dental or veterinary)	\$198,000	\$197,000 Malawi	\$177,000 Trinidad and Tobago	\$0	0%

Table 1 Furniture, export and import statistics and Jordan export market share



# HS 9403 in the context of Jordanian exports

Jordan's overall other furniture and parts exports grew by 85% between 2018 and 2022, increasing from \$18.6 million in 2018 to \$34.4 million in 2022. Saudi Arabia led markets for Jordan's HS 9403 shipments, with trade valued at \$14.9 million in 2022, accounting for 43% of the category exports that year. Iraq at \$5.1 million and Kuwait at \$2.1 million were the second and third largest markets in 2022; together accounting for 21% of the Hashemite Kingdom's category exports. Qatar and Palestine were also among main exports markets in 2022, valued at \$1.8 million and \$1.76 million, respectively.<sup>14</sup>

At the product category level, HS 940360, wooden furniture excluding for offices, kitchens, bedrooms and seats, were Jordan's largest export in the category in 2022, valued at \$8.2 million.<sup>15</sup>

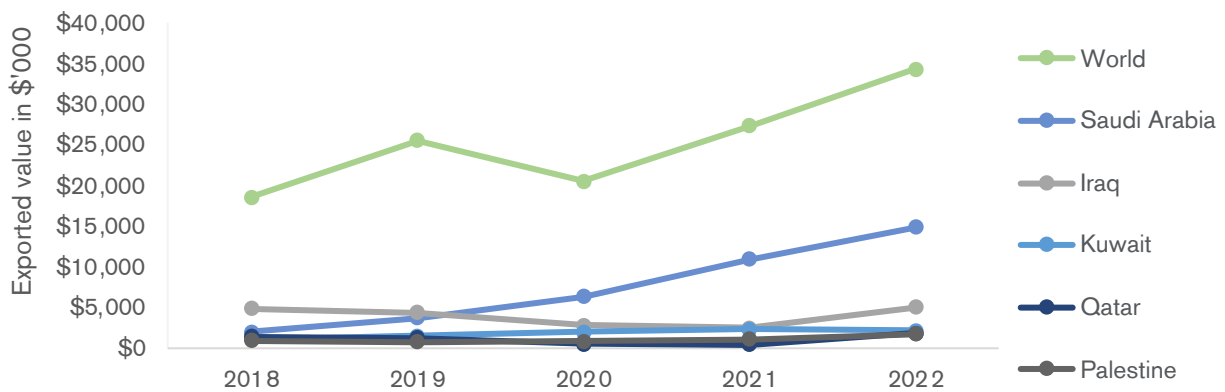


Chart 7 Top Jordanian export markets for other furniture and parts (HS 9403), 2018 to 2022, in \$'000

<sup>14</sup> ITC (2022). Trade Map - List of importing markets for a product exported by Jordan (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1) and [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1). Please see the explanatory note on page 9.

<sup>15</sup> ITC (2022). Trade Map - List of products exported by Jordan (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Product\\_SelCountry\\_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9403%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1](https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9403%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1)



**Priority  
markets**



# United States of America

## United States macroeconomic overview

Representing the world's largest economy at \$27 trillion in 2023, real GDP in the United States is reported to have grown 2.5% in 2023, compared with 1.9% in 2022, reflecting growth in consumer spending, exports, government spending and investment. Imports in the meantime also increased.<sup>16</sup> Per capita GDP in 2022 was registered at \$76,330.<sup>17</sup>

## United States furniture market size

Revenue in the United States furniture market segment stood at \$244 billion in 2023 and is anticipated to rise to \$253 billion in 2024. The market is projected to grow at a rate of 3.98% between 2024 and 2028, reaching \$295 billion by 2028. Growth is driven by increasing in demand for sustainable and eco-friendly materials, reflecting a growing consumer preference for environmentally conscious products.<sup>18</sup>

## United States other furniture and parts imports

In 2022, United States' other furniture and parts (HS 9403) imports were valued at \$36.1 billion, representing growth of 32% between 2018 and 2022. Consistent since 2018, Vietnam and China remained the largest suppliers with shipments to the United States in 2022, valued at \$9.8 billion and \$9.3 billion respectively. Also, among the top five supplying countries to the United States in 2022 were Canada at \$3 billion, Mexico at \$2.6 billion and Malaysia at \$2 billion.<sup>19</sup>

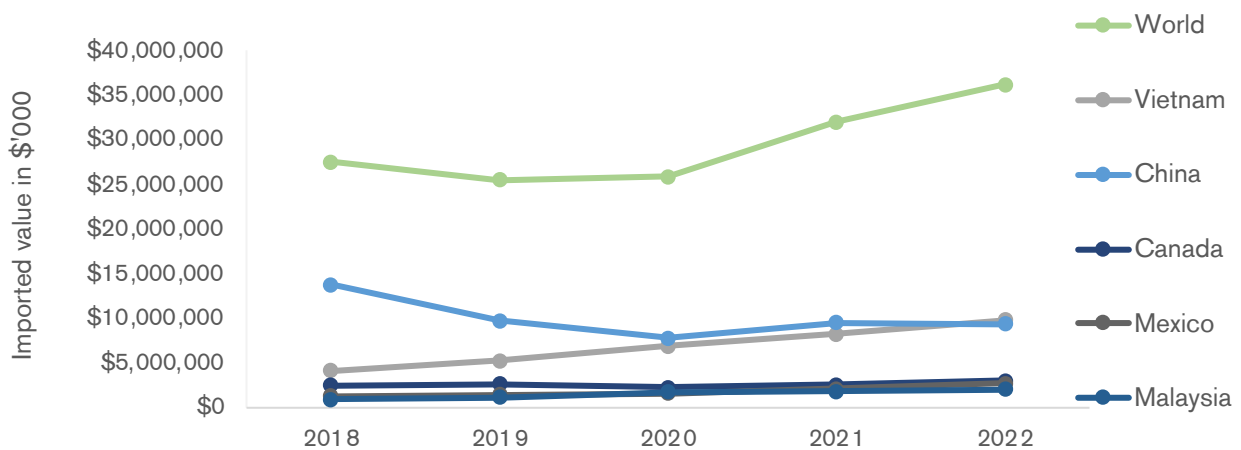


Chart 8 United States other furniture and parts imports values, top exporters, 2018– 2022, in \$'000

<sup>16</sup> Bureau of Economic Analysis (BEA), Gross Domestic Product, Fourth Quarter and Year 2023 (Advance Estimate). [Online]. Accessed; April 6 2024 at: <https://www.bea.gov/news/2024/gross-domestic-product-fourth-quarter-and-year-2023-advance-estimate>.

<sup>17</sup> The World Bank, GDP per capita (current US\$) - United States. [Online]. Accessed; April 6 2024 at: <https://data.worldbank.org/indicator/NY.GDP.PCAP.CD?locations=US>.

<sup>18</sup> Statista (2024) Furniture – United States [online] Accessed: April 22, 2024 at: <https://statista.com/outlook/cmo/furniture/united-states>

<sup>19</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by the United States of America in 2022 (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....)). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?npvm=1%7c842%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?npvm=1%7c842%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1)



At the time of research, accurate unit values for United States' imports of other furniture and parts in \$ per ton were broadly not identified.<sup>20</sup> Imports however, reported by partner country, China (the second largest supplier after Vietnam in 2022) were valued at \$3,165 per ton.<sup>21</sup>

### United States other furniture and parts imports from Jordan

United States' imports of Jordanian other furniture and parts, increased from \$489,000 in 2018 to \$650,000 in 2019, subsequently falling to \$297,000 in 2020 then rising again to achieve \$961,000 in 2022. Overall, shipments between 2018 and 2022 grew by 97%.<sup>22</sup>

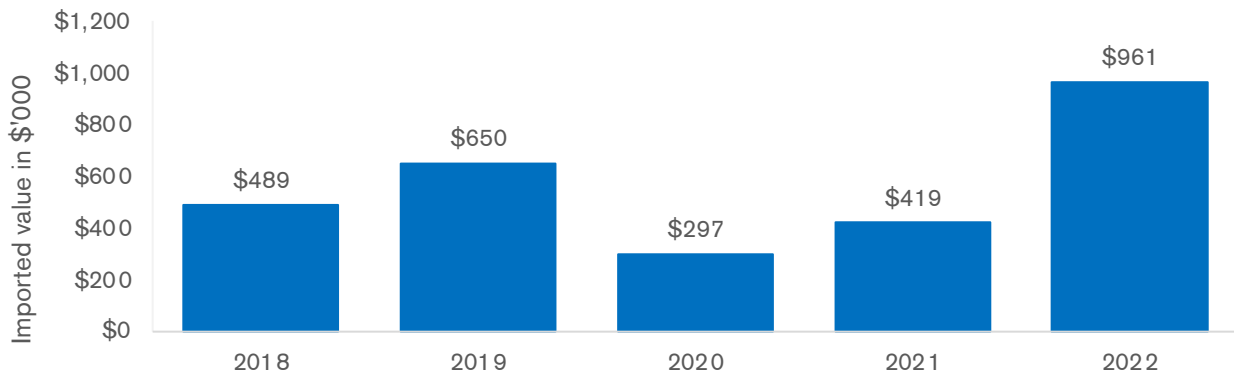


Chart 9 United States other furniture imports from Jordan, in \$'000

### United States trade agreements with Jordan

**United States-Jordan Free Trade Agreement.** This agreement entered into force on December 17, 2001, and was fully implemented on January 1, 2010. Under this FTA, products can enter the United States duty-free if manufactured in Jordan.<sup>23</sup>

**Qualifying Industrial Zones (QIZs).** The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.<sup>24</sup>

<sup>20</sup> Unit values are given on a per item basis in the United States, which differs from reporting in the United Arab Emirates and the United Kingdom, which report in \$ per ton. ITC (2022) Trade Map - List of supplying markets for a product imported by the United States of America (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1)

<sup>21</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by the United States (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c2%7c3%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c2%7c3%7c1%7c1)

<sup>22</sup> ITC (2022). Trade Map - Existing and potential trade between United States of America and Jordan (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024

at:[https://www.trademap.org/Bilateral\\_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c9403%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c9403%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c1%7c1%7c1)

<sup>23</sup> Office of the United States Trade Representative - Jordan Free Trade Agreement. [online] Available at: <https://ustr.gov/trade-agreements/free-trade-agreements/jordan-fta>

<sup>24</sup> "Qiz Jordan." International Trade Administration | Trade.Gov, 21 Nov. 1996, HYPERLINK "<http://www.trade.gov/qiz-jordan>"[www.trade.gov/qiz-jordan](http://www.trade.gov/qiz-jordan)



# United States of America PESTEL analysis

## Politics

The United States is a federal republic with a presidential system of government. It consists of 50 states, each with its own government, and a federal government that oversees the entire country. The President serves as both the head of state and government, and there is a bicameral Congress composed of the Senate and the House of Representatives.

The United States and Jordan maintain strong political relations, characterised by mutual cooperation on regional and global issues. Both nations work closely together within the framework of regional and international organisations to foster peace, stability, and development in the Middle East.

## Economics

The United States has the world's largest economy, with a nominal GDP of approximately 25.4 trillion in 2022. It is defined by a diverse and advanced economy, with key sectors including technology, healthcare, finance, manufacturing, and energy. The US economy is driven by strong consumer spending, innovation, and a robust financial system.

The United States is a significant trading partner with Jordan. A key factor in the relationship between both countries is the United States-Jordan Free Trade Agreement (FTA), entered on 17 December 2001 and removing duties starting 1 January 2010. The total trade in goods and services between the two countries reached \$6.3 billion in 2022, with Jordan's exports to the United States amounting to around \$3.9 billion. In addition to direct investment, the United States provides development aid to Jordan, focusing on economic reform, governance, education, and infrastructure development.

## Social

The United States has a population of around 333 million people, with a diverse cultural and ethnic composition. English is the primary language, and the country practices a variety of religions, reflecting its multicultural society. The US is known for its high standard of living, social mobility, and a significant emphasis on individual rights and freedoms.

The United States has a strong educational system, with world-renowned universities and research institutions. The literacy rate is high, and there is a strong focus on higher education and research. The healthcare system, while advanced, faces challenges with access and affordability. Health insurance is often provided through private companies, and there are ongoing debates about healthcare reform.

## Technology

The US is a leader in technological innovation and research and development (R&D). It is home to many of the world's leading tech companies and has a strong culture of entrepreneurship and innovation. The government and private sector invest heavily in R&D in areas including biotechnology, information technology, and renewable energy.

The United States boasts advanced digital infrastructure with widespread internet access and high penetration of mobile and broadband services. The country is at the forefront of developing technologies such as 5G, artificial intelligence, electric vehicles, and cybersecurity. There is a strong emphasis on digital transformation and the integration of technology across all sectors of the economy.

## Environment

The United States is committed to environmental sustainability by setting ambitious goals for reducing greenhouse gas emissions and promoting renewable energy. Key initiatives include investments in clean energy, energy efficiency, and conservation programmes.

The US faces several environmental challenges, including climate change, pollution, and natural resource management. The federal and state governments work on policies to address these issues, such as reducing emissions, improving air and water quality, and conserving natural habitats. However, there is political debate over environmental regulations and their economic impact.

## Legal

The United States has a comprehensive legal framework that supports business operations, protects intellectual property, and ensures compliance with regulations. Laws and regulations cover areas such as antitrust, labour, environmental protection, and consumer rights. The legal system provides a fair and transparent environment for businesses and investors.



US labor laws aim to protect workers' rights and ensure fair treatment in the workplace. Key regulations include minimum wage laws, workplace safety standards, and anti-discrimination laws. The labour market is flexible, with significant mobility and opportunities for workers. There are also ongoing discussions about improving workers' rights and benefits, particularly in sectors such as the gig economy.

### United States furniture suppliers and distributors

#### Domestic Producers:

**La-Z-Boy Inc:** La-Z-Boy Inc. is an American furniture manufacturer based in Monroe, Michigan. Categories offered include bedroom, living room, dining room furniture and furniture accessories, amongst other furniture types that include seats. **Website:** <https://www.la-z-boy.com/>

**Century Furniture:** Century Furniture is one of the world's largest privately owned manufacturers of upper-end residential furniture. Headquartered in Hickory, North Carolina, Century Furniture's broad line of wood and upholstered furniture consists of bedroom, dining and occasional collections in traditional, transitional and contemporary styling. **Website:** <https://www.centuryfurniture.com/past-and-present.aspx>

**American Signature Inc:** American Signature is a privately owned furniture company based in Columbus, Ohio. The parent company of retail brands American Signature Furniture and Value City Furniture, it offers items for living rooms, bedrooms, dining rooms, mattresses, sectionals, sofas and accessories.

**Website:** <https://www.americansignaturefurniture.com/>

#### Importers and Distributors:

**Coaster Company of America:** Coaster Company of America is one of the leading importers and distributors of fine furniture in the United States and Mexico since 1972. It offers bedrooms, living rooms, kitchen and dining, home office, bars and game furniture. **Website:** <https://www.coasterfurniture.com/>

**Emerald Home Furnishings, LLC:** Emerald Home Furnishings is a whole-home supplier to retailers throughout the United States and in other countries around the world. The company distributes bed frames, mattress, fabric and leather upholstery, casual and formal dining room furniture, bedroom suites, home office, and also accent chairs. **Website:** <https://www.emeraldhome.com/about-us>

**Furniture Connexion Inc:** Furniture Connexion retails home furniture products offering tables, mattresses, ottomans, lamps, rugs, pillows, and cabinets, amongst other furniture types. The Furniture Connexion serves customers in the United States and offers e-commerce services.

**Website:** <https://www.furnitureconnexion.com/about-furniture-connexion>

**Tri-State Office Furniture:** Distributor of office furniture for corporate, home office and healthcare applications. Products include filing and storage cabinets, adjustable height desks, reception desks, space dividers, sneeze guards, partitions, directional signs, conference tables, training tables and workstations amongst other furniture types. **Website:** <https://tristateofficefurniture.com/>

### Exhibitions and trade fairs in the United States<sup>25</sup>

Dates	Exhibition name	City	Country	Website
26 to 30 October, 2024	High Point Market 2024	Carolina	United States	<a href="https://www.highpointmarket.org/Spring/2024/Daily">https://www.highpointmarket.org/Spring/2024/Daily</a>
9 to 10 June, 2025	Neocon	Chicago	United States	<a href="https://neocon.com/about/show-info">https://neocon.com/about/show-info</a>
TBC, 2025	International Contemporary Furniture Fair	New York	United States	<a href="https://icff.com/fair/">https://icff.com/fair/</a>
TBC, 2025	Southern California Furniture & Accessory Market	Long Beach	United States	<a href="https://scfurnituremarket.com/">https://scfurnituremarket.com/</a>

<sup>25</sup> TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



# United Arab Emirates

## United Arab Emirates macroeconomic overview

A Gross Domestic Product (GDP) growth of 3.5% was estimated for the United Arab Emirates in 2023, following 7.4% growth in 2022. At the same time, average inflation fell to 3.1% in 2023, following a decline from its highest in the last decade of 4.8% in 2022.<sup>26</sup> The implementation of an IMF reform is further expected to limit medium-term growth. Looking ahead, growth is forecast to slow, though support exists due to strong oil pricing and economic policies focused on foreign investment, which are intended to aid diversification strategies.<sup>27</sup>



## United Arab Emirates market size

Revenue in the United Arab Emirates furniture market segment stood at \$4 billion in 2023 and is anticipated to record the same revenue of \$4 billion in 2024. Looking forward, the market is projected to grow at a rate of 4.11% between 2024 and 2028, reaching \$5 billion by 2028. Growth is driven by rise in demand for luxury and bespoke high-end furniture by the country’s affluent population.<sup>28</sup>

## United Arab Emirates other furniture and parts imports

The United Arab Emirates’ imports of other furniture (HS 9403) grew about 20% between 2018 and 2022, increasing from \$983.6 million in 2018 to \$1.2 billion in 2022, despite a dip in 2020. China, valued at \$363.3 million was the largest supplier in 2022, accounting for 32% of the category’s imports that year. Italy was the second largest supplier, valued at \$171.9 million in 2022.<sup>29</sup>

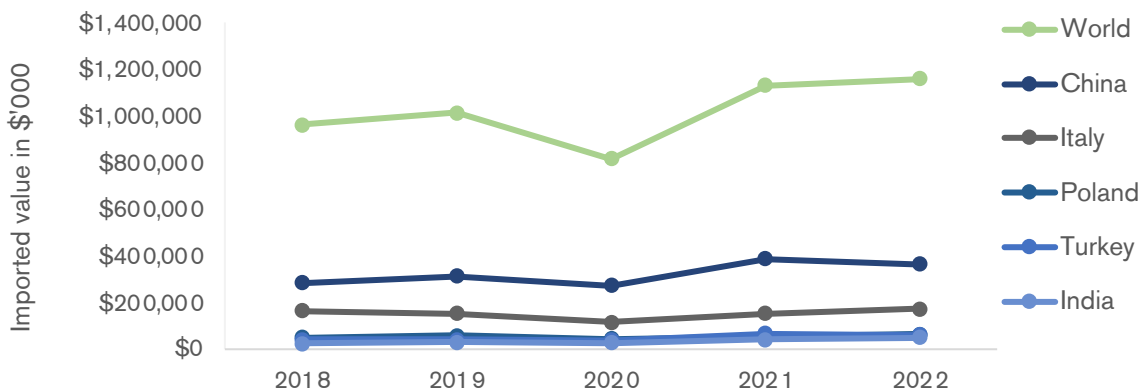


Chart 10 United Arab Emirates other furniture ad parts import values, top exporters, 2018– 2022, in \$'000

<sup>26</sup>International Monetary Fund - IMF (2023) Country Data; United Arab Emirates – October 2023 [online] Accessed; December 28, 2023 at: <https://www.imf.org/en/Countries/ARE>

<sup>27</sup>International Monetary Fund - IMF (2023) Executive Board Concludes 2022 Article IV–United Arab Emirates [Online] Accessed; December 28, 2023 at: <https://www.imf.org/-/media/Files/Publications/CR/2023/English/1AREEA2023001.ashx>

<sup>28</sup>Statista (2024) Furniture – United Arab Emirates [online] Accessed: April 22, 2024 at: <https://statista.com/outlook/cmo/furniture/uae>

<sup>29</sup>ITC (2022). Trade Map - List of supplying markets for a product imported by the United Arab Emirates (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at:

[https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1)



The United Arab Emirates' imports of other furniture and parts were valued at \$2,892 per ton at average prices in 2021, and ranged from \$1,776 per ton to \$4,765 per ton among the top supplying countries. Imports from Poland and Turkey were competitively priced in 2022 while those of Italy and India remained the highest import values in \$ per ton between 2018 and 2022.<sup>30</sup>

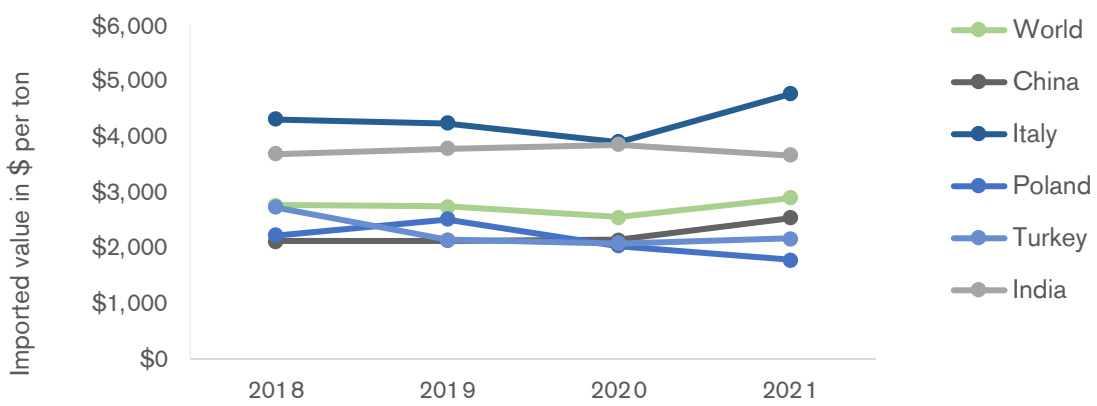


Chart 11 United Arab Emirates other furniture and parts imports, main supplying countries, in \$ per ton

**United Arab Emirates other furniture and parts imports from Jordan**

Between 2018 and 2022, the United Arab Emirates' imports of other furniture and parts from Jordan remained inconsistent. Imports peaked in 2020 at \$1.9 million but fell consistently afterwards to \$1.1 million in 2022. However, over the 5-year period, imports saw 38% growth in 2022, from the \$761,000 registered in 2018.<sup>31</sup>

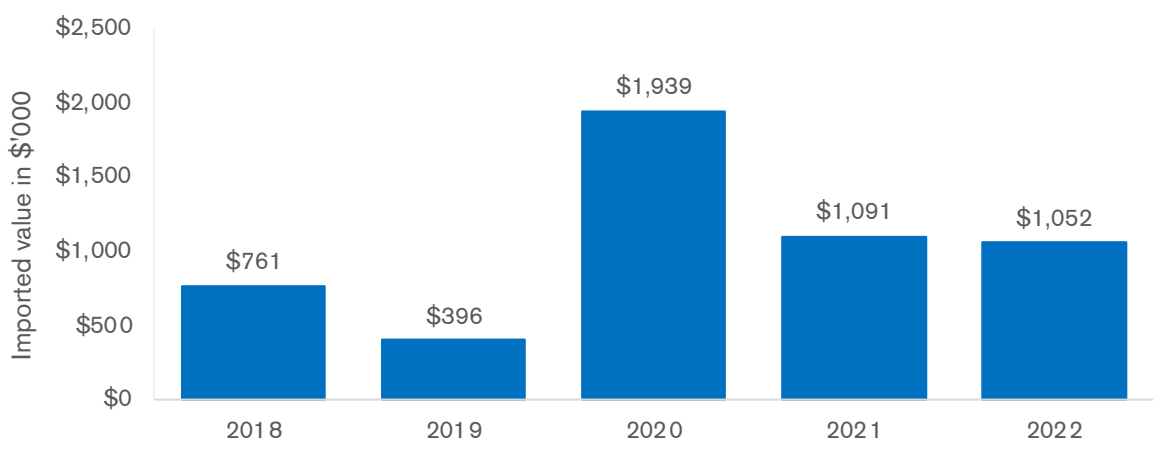


Chart 12 United Arab Emirates other furniture and parts imports from Jordan

**United Arab Emirates trade agreements with Jordan**

**Greater Arab Free Trade Area (GAFTA), 1997.** The United Arab Emirates and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

**Industrial Partnership for Sustainable Economic Growth, 2022.** Though not an agreement, this initiative has overseen deals of more than \$2 billion, and involves the UAE, Egypt, Bahrain, and Jordan. It aims to foster industrial cooperation in sectors such as agriculture, fertilisers, food, minerals, petrochemicals, pharmaceuticals and textiles.<sup>32</sup>

<sup>30</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by the United Arab Emirates (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1)  
<sup>31</sup> ITC (2022). Trade Map - Existing and potential trade between United Arab Emirates and Jordan (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Bilateral\\_TS.aspx?nvpm=1%7c784%7c%7c400%7c%7c9403%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c784%7c%7c400%7c%7c9403%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1)  
<sup>32</sup> Jordan Times (Feb 26, 2023) Prime Minister opens 3rd meeting of Higher Committee of Industrial Partnership in Amman: [online] Accessed; March 28 2024 at: <https://jordantimes.com/news/local/pm-opens-3rd-meeting-higher-committee-industrial-partnership-amman>



# United Arab Emirates PESTEL analysis

## Politics

The United Arab Emirates is a federal absolute monarchy composed of seven emirates, each ruled by its own hereditary Sheikh. These Sheikhs collectively form the Federal Supreme Council, with the ruler of Abu Dhabi traditionally serving as the President of the UAE.

The UAE and Jordan maintain strong political relations characterised by mutual cooperation and support on various regional and international issues. Both countries collaborate closely within the framework of regional and international organisations to promote stability and development in the Middle East.

## Economics

The United Arab Emirates benefits from a diversified economy, with the non-oil sector contributing around 70% to its GDP, recorded at \$507 billion in 2022. Key sectors include tourism, aviation, real estate, and financial services.

The Emirates is among Jordan's most significant investors. A reported \$22.5 billion in investment and financing in the 10 years to 2023, was provided by the Gulf state to the Hashemite Kingdom.

## Social

The population of the United Arab Emirates was registered at 9.4 million in 2022, with expatriates making up about 90% of the total population. The official language is Arabic, and Islam is the state religion. The country is known for its high standards of living and multicultural society.

The government has made significant investments in education and healthcare, aiming to become a knowledge-based economy. In addition to a high literacy rate, the country offers comprehensive healthcare services to its residents.

## Technology

The Emirates is a leader in technological innovation, with a significant focus on digital transformation, smart cities, renewable energy, and developed infrastructures. In 2023, the country was ranked 37th in the UNCTAD Frontier Technologies Readiness Index, based on research and development (R&D) and industry activity, ICT deployment, skills, and access to finance.

The UAE has also made significant advances in space, with its astronauts joining International Space Station missions and its Hope probe exploring Mars' atmosphere.

## Environment

The country is committed to sustainability and environmental protection, with goals for renewable energy and green initiatives. Projects like Masdar City and the UAE Energy Strategy 2050 aim to reduce carbon emissions and promote sustainable development.

Environmental challenges include water scarcity, high energy and water consumption, and desertification. The government is actively working on water conservation, waste management, and the development of renewable energy sources.

## Legal

The UAE has a well-developed legal framework that supports business operations and protects investor interests. The country has implemented various laws to enhance corporate governance, intellectual property protection, and anti-money laundering measures.

The Emirates has reformed its labour laws to improve working conditions and protect workers' rights. The introduction of the Wage Protection System (WPS) and various labour mobility initiatives are part of these efforts.



## United Arab Emirates furniture suppliers and distributors

### Domestic producer:

**AS4Interiors:** Specialises in the design, manufacturing, and distribution of high-quality furniture. The company was founded in 1999. **Website:** <https://as4interiors.com/>

**Fatima Furniture Manufacturing LLC:** Fatima Furniture Manufacturing is a family-owned business based in Ajman with a branch, Paragon Furniture located in Abu Dhabi. The company specialises in manufacturing furniture for residential and commercial purposes. **Website:** <https://fatimafurniture.ae/>

**Mr Furniture LLC:** Mr Furniture is one of the leading manufacturers, designers, and suppliers of customised office furniture in Dubai. **Website:** <https://www.mrfurniture.ae/>

**SAGTCO Office Furniture Dubai & Interactive Systems:** The company specialises in designing, manufacturing, and supplying top-quality office furniture in the Emirates. **Website:** <https://sagtco.com/>

### Importers and Distributors:

**Blue Crown Furniture LLC.:** Dealer of office furniture, executive desk, workstations, sofa, chairs, reception tables, conference tables, safe and lockers, accommodation furniture, coffee tables and school furniture. Also provides interior designing services. **Website:** <https://bluecrowngroup.com/>

**Danube Home LLC.:** Retailer of furniture with significant presence in the Emirates.

**Website:** <https://www.danubehome.com/ae/en>

**Mahmayi Office Furniture LLC.:** Mahmayi Office Furniture specialises in modular office , executive office furniture and school furniture. The company also exports to other Middle Eastern states, Asia and Africa. **Website:** <https://mahmayi.com/>

**Naser Al Sayer & Company LLC:** Naser Al Sayer is a supplier and distributor of office furniture and electrical products, where the company has a long established presence in the country.

**Website:** <https://nasco-uae.com/home/>

**PAN Emirates Home Furnishings LLC:** PAN Emirates retails a wide range of furniture and accessories.

**Website:** <https://www.panhomestores.com/>

### Exhibitions and trade fairs in United Arab Emirates<sup>33</sup>

Dates	Exhibition name	City	Country	Website
10 to 12 September 2024	Sleep Expo Middle East	Dubai	United Arab Emirates	<a href="https://www.sleepexpome.com/">https://www.sleepexpome.com/</a>
TBC 2025	Index	Sharja	United Arab Emirates	<a href="https://www.indexexhibition.com/">https://www.indexexhibition.com/</a>
TBC, 2025	Hive Furniture Show	Dubai	United Arab Emirates	<a href="https://www.hivefurnitureshow.com/">https://www.hivefurnitureshow.com/</a>
TBC, 2025	Workspace	Dubai	United Arab Emirates	<a href="https://www.workspaceexhibition.com/">https://www.workspaceexhibition.com/</a>

<sup>33</sup> TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



# The United Kingdom

## United Kingdom macroeconomic overview

The Gross Domestic Product (GDP) of the United Kingdom fell to 0.5% in 2023, after reaching an all-time high of 7.6% in 2021 since the beginning of the century. Inflation moderated from 9.1% in 2022 to 7.7% in 2023. In 2024, GDP is anticipated to moderate to 1% and is forecast to slow down in the medium term.<sup>34</sup> Looking ahead, lower energy prices and emerging economic slack are projected to help pull back inflation to around to the 2% target by mid-2025.<sup>35</sup>

## United Kingdom furniture market size

Revenue in the furniture market in the United Kingdom stood at \$23 billion in 2023 and is anticipated to rise to \$24 billion in 2024. Additionally, the market is projected to grow at a rate of 2.89% between 2024 and 2028, and estimated to reach \$27 billion. Growth is driven by increasing demand for eco-friendly and sustainable furniture options.<sup>36</sup>

## United Kingdom other furniture and parts imports

The United Kingdom's imports of other furniture and parts (HS 9403) grew 27% between 2018 and 2022, rising from about \$5 billion to \$6.3 billion. China was the largest supplier over the period, with shipments to the United Kingdom valued at approximately \$2.2 billion in 2022, accounting for 35% of total imports. Italy and Germany followed as the second and third largest suppliers, with goods valued at about \$861.7 million and \$533.3 million, respectively.<sup>37</sup>

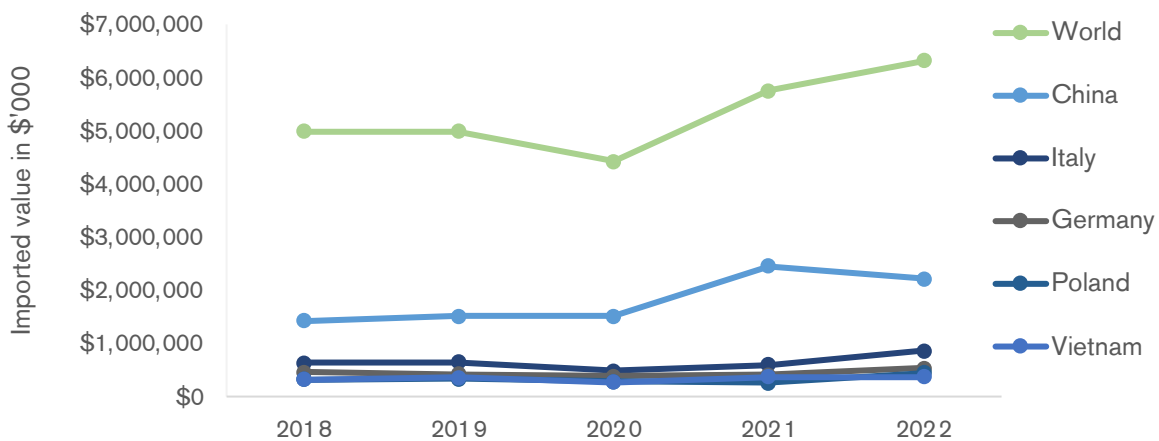


Chart 13 United Kingdom other furniture and parts import values, top exporters, 2018– 2022, in \$'000

<sup>34</sup> International Monetary Fund - IMF (2023) Country Data: IMF Data Mapper – October 2023 [online] Accessed; December 28, 2023 at: <https://www.imf.org/en/Countries/GBR>

<sup>35</sup> International Monetary Fund - IMF (2023) 2023 Article IV Consultation-Press Release; Staff Report; and Statement by the Executive Director for the United Kingdom – July 2023 [online] Accessed, December 28, 2023 at: <https://www.imf.org/en/Publications/CR/Issues/2023/07/10/United-Kingdom-2023-Article-IV-Consultation-Press-Release-Staff-Report-and-Statement-by-the-535878>

<sup>36</sup> Statista (2024) Furniture – United Kingdom [online] Accessed: April 18, 2024 at: <https://www.statista.com/outlook/cmo/furniture/united-kingdom>

<sup>37</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by the United Kingdom (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....)). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c2%7c)



In 2022, the United Kingdom's imports of other furniture and parts were valued at \$3,837 per ton at average prices and ranged from \$2,123 per ton to \$5,340 per ton among the top five supplying countries. Prices from Lithuania and Poland were the most competitive between 2018 and 2022 while import prices per ton from Germany remained the highest between over five-year period.<sup>38</sup>

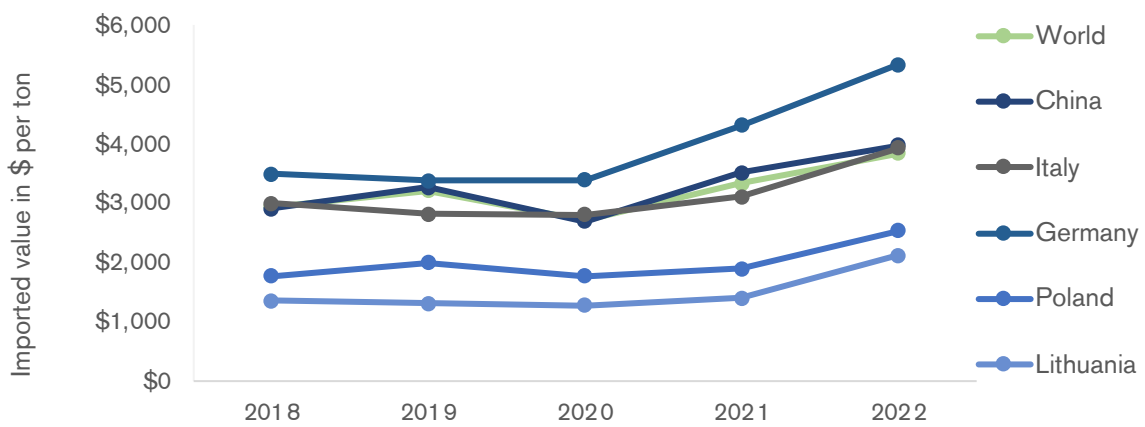


Chart 14 United Kingdom other furniture and parts imports, main supplying countries, in \$ per ton

**United Kingdom other furniture and parts imports from Jordan**

The United Kingdom's imports of Jordanian other furniture and parts (HS 9403) exhibited fluctuations between 2018 and 2022. Shipments fell from \$500,000 in 2018, to \$346,000 in 2019. An increase to \$529,000 in 2021, was followed by another contraction to \$380,000 in 2022.<sup>39</sup>

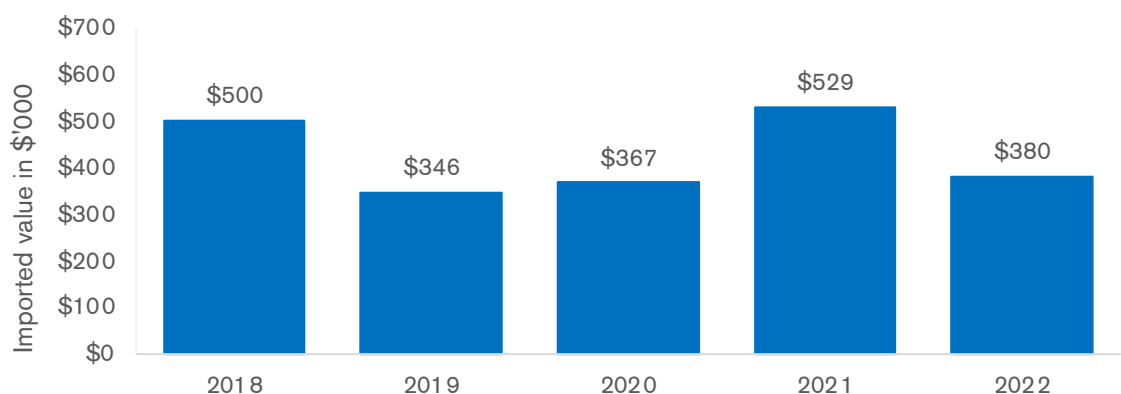


Chart 15 United Kingdom other furniture and parts imports from Jordan

**United Kingdom trade agreements with Jordan**

UK-Jordan Association Agreement. The UK and Jordan signed an association agreement in November 2019 to maintain trade relations following Brexit. The agreement, effective from 1 January 2021, aims to ensure continuity of trade and economic cooperation. It mirrors the existing EU-Jordan Association Agreement, covering factors such as tariff-free access for Jordanian goods to the UK market and vice versa, facilitating the exchange of goods and services, and fostering investment opportunities.<sup>40</sup>

<sup>38</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by the United Kingdom in 2022 (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....)). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1)  
<sup>39</sup> ITC (2022). Trade Map - Existing and potential trade between United Kingdom and Jordan (HS 9403 Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary.....)). [online] Accessed, April 21, 2024 at: [https://www.trademap.org/Bilateral\\_TS.aspx?nvpm=1%7c826%7c%7c400%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c826%7c%7c400%7c%7c9403%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1)  
<sup>40</sup> Gov.jo- UK and Jordan association agreement- November 2019, Available at: [https://mit.gov.jo/EBV4.0/Root\\_Storage/AR/EB\\_List\\_Page/Jordan-UK\\_Association\\_Agreement.pdf](https://mit.gov.jo/EBV4.0/Root_Storage/AR/EB_List_Page/Jordan-UK_Association_Agreement.pdf)



# United Kingdom PESTEL analysis

## Politics

The United Kingdom is a constitutional monarchy with a parliamentary democracy. The monarch serves as the ceremonial head of state, while the Prime Minister is the head of government. The UK comprises four countries: England, Scotland, Wales, and Northern Ireland, each with varying degrees of legislative autonomy. The Parliament in Westminster holds the supreme legislative authority.

The United Kingdom and Jordan maintain strong and historic political relations, underscored by mutual cooperation and support on a wide range of regional and international issues. Both nations collaborate closely within the framework of regional and international organizations to promote peace, stability, and development in the Middle East and beyond.

## Economics

The UK has a diversified and advanced economy, with a GDP of approximately \$3.1 trillion in 2022. The services sector, particularly finance and insurance, plays a dominant role, contributing around 80% to the GDP. Key industries also include manufacturing, pharmaceuticals, and technology. The economic outlook is influenced by factors such as Brexit, inflation, and global economic trends.

The United Kingdom is a significant trading partner with Jordan, where its investment strategy focuses on fostering long-term economic resilience and enhancing bilateral trade relations. Initiatives like the UK-Jordan Association Agreement aim to facilitate economic cooperation and expand trade opportunities. Subsequently, the total trade in goods and services between the two countries was reported at £810 million in the 12 months to September 2022, where Jordan's exports to the United Kingdom were registered £249 million. In addition to direct investment, the UK provides significant development aid to Jordan, focusing on areas such as economic reform, governance, and infrastructure development.

## Social

The UK has a diverse population of around 67 million people, with significant immigrant communities contributing to its cultural diversity. The official language is English, and the country practices a variety of religions, reflecting its multicultural society. The UK is known for its high quality of life, with well-developed education and healthcare systems.

The UK boasts a high literacy rate and a strong emphasis on education, with prestigious institutions like the University of Oxford and the University of Cambridge, while the National Health Service (NHS) provides comprehensive government funded healthcare.

## Technology

The UK is a leader in innovation, with significant investment in research and development (R&D). Key areas include biotechnology, information technology, and renewable energy. Government initiatives and funding support innovation through various programs and research councils. The UK's commitment to innovation is reflected in its numerous technology clusters, such as Silicon Roundabout in London.

The UK has a well-developed digital infrastructure, with extensive broadband coverage and rapidly expanding 5G networks. The government promotes digital transformation through initiatives like the Digital Strategy, which aims to improve internet accessibility, cybersecurity, and e-government services.

## Environment

The UK is committed to reducing its carbon footprint and enhancing environmental sustainability. The country has set ambitious targets for reducing greenhouse gas emissions, aiming for net-zero emissions by 2050. Initiatives such as the Green Industrial Revolution and investment in renewable energy sources like wind and solar power highlight the UK's focus on sustainability.

The UK faces environmental challenges, including air pollution, waste management, and biodiversity loss. Climate change impacts, such as rising sea levels and extreme weather events, pose additional risks. The government is actively addressing these issues through policies and regulations focused on environmental protection and conservation.



## Legal

The UK has a comprehensive legal framework that supports business operations and investor confidence. Regulations cover areas such as corporate governance, data protection, and intellectual property rights. Post-Brexit, the UK is developing its regulatory landscape to align with international standards while maintaining competitiveness.

The UK has robust labour laws that ensure fair treatment and rights for workers. These include regulations on minimum wage, working hours, and health and safety standards. Recent reforms focus on improving job security, enhancing worker rights in the gig economy, and addressing gender pay gaps. Labour market flexibility and protections make the UK an attractive destination for businesses and skilled workers.

## United Kingdom furniture suppliers and distributors

### Domestic producers:

**Whitemeadow Furniture:** Whitemeadow is one of the largest independently owned upholstery manufacturers in the United Kingdom, producing a wide range of sofas and upholstered bed frames for many of the country's brands and premium independent retailers. **Website:** <https://www.whitemeadow.com/>

**Tetrad:** Tetrad is a furniture and upholstery manufacturer based in Lancashire. Offers sofas, chairs, footstools, and more. **Website:** <https://tetrad.co.uk/pages/our-story>

**CFUK Contract Furniture UK:** Manufacturer of indoor and outdoor furniture and upholstery for restaurants, bars, pubs, golf clubs and hotels across the UK. **Website:** <https://cfukltd.com/>

**Knightsbridge Furniture:** Knightsbridge specialises in the design, manufacture, and supply of distinctive commercial furniture for healthcare, hospitality and workplaces. The product range includes ward, hotel, waiting room and reception furniture. **Website:** <https://www.knightsbridge-furniture.co.uk/>

### Importers and Distributors:

**Furniture Village Ltd:** Furniture Village Limited retails household products and is headquartered in Slough. The company offers sofas and chairs, beds, tables and dining, home accessories, storage, drawers, and cabinets. It has stores throughout the United Kingdom, and also sells online.

**Website:** <https://www.furniturevillage.co.uk>

**Global Furniture Alliance:** Global Furniture Alliance is a UK based importer and sales agency of both leather and fabric upholstery. **Website:** <https://www.gfa.uk.com/>

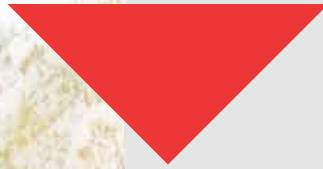
**The Italian Furniture Co. (Leeds) Ltd:** Wholesalers, importers and distributors of quality furniture from all over the world. The company is based in Bradford and distributes all over the UK. **Website:** <https://www.ifc.co.uk/>

**Habitat:** Headquartered in Milton Keynes, Habitat is a household furnishings retailer and is the main homewares brand within the Sainsbury's group, offering furniture for bedrooms, living and dining rooms, offices, bathrooms and storage. **Website:** <https://www.habitat.co.uk/>

## Exhibitions and trade fairs in United Kingdom<sup>41</sup>

Dates	Exhibition name	City	Country	Website
TBC, 2025	Manchester Furniture Show 2025	Manchester	United Kingdom	<a href="https://thefurnitureshows.com/manchester">https://thefurnitureshows.com/manchester</a>
19 to 22 January 2025	January Furniture Show	Birmingham	United Kingdom	<a href="https://thefurnitureshows.com/january-furniture-show">https://thefurnitureshows.com/january-furniture-show</a>
TBC, 2025	Materials & Finishes Show	Birmingham	United Kingdom	<a href="https://www.materialsandfinishesshow.com/">https://www.materialsandfinishesshow.com/</a>
TBC, 2025	Furniture Component Expo	Telford	United Kingdom	<a href="https://fcexpo.co.uk/">https://fcexpo.co.uk/</a>

<sup>41</sup> TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



## **Recommendations**



## Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: the United States, the United Arab Emirates and the United Kingdom.

For Jordan's other furniture and parts, exports remained generally varied between 2018 and 2022. Shipments nonetheless increased by 97% for the United States and 38% for the United Arab Emirates. In contrast, shipments to the United Kingdom fell by 24% over the five-year period.

Expanding trade opportunities for Jordan's other furniture and parts, offers significant prospects across the United States, the United Arab Emirates and equally, the United Kingdom in spite of the drop in shipments. All three countries represent sizeable or affluent markets, influenced by global trends that include the increasing adoption of sustainable and recyclable materials in furniture construction, expanding residential construction, increasing disposable income, and advancements in furniture aesthetic technologies.



## Reference information



# Priority markets tariff and non-tariff barriers<sup>42</sup>

## United States

### Tariffs

For HS 940360—Wooden furniture excluding for offices, kitchens, bedrooms, and seats; a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 0%.

The United States does not apply any trade remedy on HS 940360

### General requirements

The U.S. Customs and Border Protection (CBP) develops and implements the regulations on imports requirements in consultation with the Environmental Protection Agency (EPA). The Customs and Border Protection (CBP) requires multiple documents when importing to the United States. Many federal agencies besides CBP regulate imports into the United States.

Several U.S. federal agencies administer regulations associated with furniture for residential and commercial purposes. Notably, the Consumer Product Safety Commission (CPSC) set standards such as flammability of upholstered furniture; lead containing surface coatings and children's furniture. On the other hand, standard on formaldehyde in wood comes under the Environmental Protection Agency (EPA).

### Broadly, regulations on imports include the following requirements:

- Importers certification: a certification must be signed and filed electronically or in writing with CBP by the importer or an authorised agent of the importer, and must also include the certifier's name, email address, and telephone number
- Declaration of conformity: an application and submission of Supplier's Declaration of Conformity (SDoC)
- Certificate of origin signed by the exporter, including necessary details like the shipping line, supplier's name, and address.
- Bill of lading provided by the shipping line and includes information such as value, description, weight, labels, quantity, and details of the products being transported.
- Packing list providing additional information about quantity, value, weight, etc.

### Additional detail

Further detail on the United States' import requirements for furniture can be found in the following references:

#### Consumer Product Safety Commission (CPSC)

Link: <https://www.cpsc.gov/>

#### U.S. Environmental Protection Agency

Link: <https://www.epa.gov/>

#### A Guide to United States Furniture Compliance Requirements

Link.

[https://www.govinfo.gov/content/pkg/GOVPUB-C13\\_0b389c1f5147fca493b5b6ae48326aa8/pdf/GOVPUB-C13-0b389c1f5147fca493b5b6ae48326aa8.pdf](https://www.govinfo.gov/content/pkg/GOVPUB-C13_0b389c1f5147fca493b5b6ae48326aa8/pdf/GOVPUB-C13-0b389c1f5147fca493b5b6ae48326aa8.pdf)

#### The US Customs and Border Protection

Link: <https://www.cbp.gov/trade/basic-import-export/importer-exporter-tips>

#### ITC market access map

Link: <https://www.macmap.org/>

<sup>42</sup> In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 940360, where Jordan's major exports are classified.



# United Arab Emirates

## Tariffs

For HS 940360– Wooden furniture excluding for offices, kitchens, bedrooms, and seats; a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 5%.

The United Arab Emirates does not apply any trade remedy on HS 940360.

## General requirements

Imports into the United Arab Emirates (UAE) are regulated by the respective competency Ministries and authorities according to their safety on the general public. The Emirates Authority for Standardization and Metrology (ESMA), an agency under the Ministry of Industry and Advanced Technology (MoIAT) is responsible for developing and executing technical regulations and standards for products and services in the United Arab Emirates (UAE). ESMA issues conformity certificates such as the Emirates Quality Mark (EQM) for products in UAE. On the other hand, the Federal Customs Authority sets the country's customs policies. Each emirate also has its own customs authorities. Customs offices are located at airports, seaports, and on land borders.

To import goods into the UAE, companies must have the correct trade license from the Department of Economic Development (DED) from the respective emirate. Foreign companies can either set up office in the UAE or appoint a UAE national as sponsor, agent, or distributor to do business in the UAE "mainland" (that is, not in the free zones). Companies that set up in a Free Trade Zone (FTZ) can also use their trade license to import goods into that FTZ. Except for food products, all shipments of goods to the UAE require "legalization" of documents.

Broadly, regulations on imports include the following requirements:

- Registration certificate and trade license issued by the Department of Economic Development
- Commercial invoice from the exporting company addressed to the importer with details about quantity, goods description, and total value of each imported item.
- Certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin.
- Detailed packing list including weight, method of packing, and HS code for each item.
- Import permit from the competent agencies in case of importing restricted goods or duty exempted goods.
- Bill of entry or airway bill.
- Emirates Quality Mark (EQM) certificate issued by ESMA: Importers, manufacturers, and distributors must obtain an EQM for specific products before selling them in the UAE.

## Additional detail

Further detail on the United Arab Emirates' import requirements for furniture can be found in the following references:

### Department of Economic Development- Abu Dhabi

Link.

<https://www.tamm.abudhabi/en/life-events/business/industrial-commercial-trade/Import%20&%20Export>

### Ministry of industry and Advanced Technology (MoIAT)

Link. <https://moiat.gov.ae/en/services?cat=Conformity+Services>

### Federal Customs Authority

Link. <https://uaecustoms.ae/Home.aspx?ReturnUrl=%2f>

### International Trade Administration – United Arab Emirates country commercial guide

Link.

<https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>

### ITC market access map

Link. <https://www.macmap.org/>



# United Kingdom

## Tariffs

For HS 940360—Wooden furniture excluding for offices, kitchens, bedrooms, and seats; a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 5%.

The United Kingdom does not apply any trade remedy on HS 940360.

## General requirements

Goods entering into the United Kingdom are subject to import controls, whether because they are banned, subject to quotas or where the import is monitored with license. The Department for Business & Trade's Import Licensing Branch (ILB) is responsible for the issuance of licenses for imports into the United Kingdom and provides further guidance on import controls. Import license is not required for majority of industrial goods entering the United Kingdom (UK).

In addition to achieving with UKCA (UK Conformity Assessed and CE (European Conformity) standards, various furniture products imported or manufactured for the United Kingdom's market are subject to specific relevant safety regulations and standards.

- The General Product Safety Regulations 2005 details imports requirements on product safety information, traceability and risk assessment for consumer electronics.
- The Furniture and Furnishings (Fire Safety) Regulations 1988 (FFR; amended 1989, 1993 and 2010) ensures that upholstered furniture and composites used for furniture products placed in the UK meet specific fire resistance levels and are appropriately labelled. The regulation covers most furniture products that are ordinarily used for private use and collections of components designed to be assembled into such furniture products, including beds and divans, Sofa-beds, high-chairs, etc.
- The FFR requires testing which must be done otherwise it may affect your furniture product. For instance, upholstery that fails the cigarette test cannot be added in furniture products that fall under the FFR.

Broadly, the requirements for imports into the United Kingdom include the following:

- Economic Operators Registration and Identification number (EORI number): Importers must get EORI number that starts with GB to import goods into England, Wales or Scotland.
  - To get an EORI number, the importer's business usually needs to have premises based in the country importing to or exporting from—this is called 'being established'. The business premises needs to be one of the following: a registered office, a central headquarters and a permanent business establishment
- export declaration in the exporter's country if applicable
- licences or certificates to send goods to the UK if applicable
- hiring a transporter or customs agent to deal with UK customs, where applicable
- import declaration at UK customs
- import certificate or license: applicable to special goods.
- Most printed matter is free from customs duty and is also free from VAT in the UK.
- Goods imported to the UK must comply with domestic business standards

## Additional detail

Further detail on the United Kingdom's import requirements for furniture (HS 9403) can be found in the following references:

### Department for Business and Trade

Link. <https://www.gov.uk/guidance/uk-standards-and-regulatory-import-requirements>

### Department for Business and Trade

Link. <https://www.gov.uk/guidance/using-the-ukca-marking>

### The Furniture and Furnishings (Fire) (Safety) Regulations 1988

Link. <https://www.legislation.gov.uk/ukxi/1988/1324/contents/made>

### International Trade Administration – Country Commercial Guide, United Kingdom

Link. <https://www.trade.gov/knowledge-product/united-kingdom-trade-standards>

### ITC market access map

Link. <https://www.macmap.org/>



# Methodology

The study employs desktop research and concentrates on the underlying product, its capacity, supply, demand globally and in particular priority markets. In addition, the study covers export and import statistics, trade barriers and import requirements. The objective is to give insight on merchandise trade dynamics in the Jordanian context.

## Priority Markets Selection Criteria

The selection of priority markets is based on a comprehensive set of criteria:

- **Annual Imported Quantities:** Evaluating the volume of imports to gauge market size.
- **Growth Rate in Quantities:** Assessing the rate of growth to identify expanding markets.
- **Market Concentration:** Analyzing the distribution of market share among competitors.
- **Export Potential:** Determining the potential for export between Jordan and the target market.
- **Tariff and Non-Tariff Barriers:** Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

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